IMPROVING LEAD QUALITY DESPITE DATA LIMITATIONS

This case study will share how we strategically and nimbly changed our primary KPI and adjusted our approach to budget shifts to improve lead quality for our client.

Background

Danbury is a senior living company with 21 community locations throughout Ohio. Their housing options include 55+ active adult communities, memory care, assisted living and independent living. We managed their search campaigns with the goal of filling rooms at all locations.

Client Pain Points

The various communities were not filling up as needed despite our paid search ads driving good lead volume. This alerted us that the quality of lead needed to be improved.

Challenges

1. **Client CRM Challenges**: The client's CRM process was fairly manual and did not integrate with Google Ads or our reporting dashboard.
   a. This prevented direct qualified lead attribution
2. **Regional Overlap**: There was significant overlap between each locations ad dollars and form submissions, which complicated budget shifts.

Comparing May-June to July-August

SOLUTION

By leveraging client CRM data and performing a deeper qualified lead analysis we were able to make more strategic optimizations by implementing the following, in May:

1. **Alternative Quality Lead Tracking**: The client provided us with weekly quality form submission numbers by location that informed our optimizations & budget shifts.
2. **KPI Revamp**: We had previously been optimizing towards both form submissions and phone calls, but with insight from the client that form submission quality was higher, we shifted our primary KPI and strategy.
3. **Sitelink Extensions**: We implemented sitelink extensions that drove to the "Schedule a Tour" form.
4. **Landing Page UX**: We made landing page recommendations that the client implemented, which aided in a low-performing location hitting its monthly goal.

RESULTS

+21%	−19%
INCREASE LOCATIONS THAT HIT THEIR QUALITY FORM SUBMIT GOAL*	DECREASE IN COST/QUALIFIED FORM SUBMISSION*